



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE (MWC)

MEETING MINUTES

January 12, 2012

12:00 p.m. – 2:00 p.m.

First Floor Conference Room

1700 West Washington Street

Phoenix, Arizona 85007

Council Members, Liaisons, and Participants Present

Charles Brown, George Evanoff (Council Chairman), Bernadine Hoffman, Marilyn Johnson, Joe Woods, Karen Zanzucchi, Christine Bryson-Lazo, Patrick Burkhardt, Roger Forrester, Roberta Jeffers, Randy Maskell, Joel Millman, Judy Montini, Peter Polk, Karen Poole, Ruth Romano, Virginia Simmon, Cynthia Spell Tweh, George Thorne, Shawn Trobia, and Bill Walker.

Council Members Absent

Kati Bates, Elizabeth Rohn-Nelson, Nancy Stump, and C.T. Wright.

Council Staff Present

Cathy De Lisa and Kim Jennings.

Guests Present and Signing In

None

Welcome, Introductions, Review & Approval of Committee Minutes

Council Chairman George Evanoff called the meeting to order at 12:03 p.m. A welcome and introduction period followed. Minutes from the November 3, 2011 MWC meeting were reviewed. *Charles Brown made a motion to accept the minutes; Joel Millman seconded the motion. The motion passed unanimously.* The minutes of the November 30, 2011 MWC 2011 Priorities Sub-Committee were reviewed. *Joel Millman made a motion to accept the minutes; Karen Zanzucchi seconded the motion. The motion passed unanimously.*

Presentation: Views points of the current economy

Patrick Burkhardt, Acting Director of the Maricopa County Human Services Department provided a PowerPoint presentation that included an overview of Workforce Quality. He stated that the skills gap is real and an implication for older job seekers is that the gap still exists and will persist if actions are not taken; it impedes economic development and is a national and partially international problem. Mr. Burkhardt stated he found that there are regions/states that are taking action; for example, Pennsylvania has an Industry Partnership Program that involves different industries that try to solve the skills gap problem within their state. According to Mr. Burkhardt, the skills gap exist due to lack of skills set, not enough mature individuals with 2-5 years specific experience and/or hands-on experience, and the lack of understanding of transferable skills. From his research, he has found the reason why it is so hard for companies to recruit is the high-end talent has largely been absorbed, residual unemployed come from construction and service

sectors, and most large employers are using recruiting firms to search for talent. He ended his presentation with key strategies for the older unemployed job seeker, which were, certifications, resumes, understanding “value-add”, and strategic persistence. A copy of the presentation is available for review through the Council on Aging office.

Mature Worker Website

Program and Project Specialist Kim Jennings provided the following stats for the www.matureworkers.com website for the time period of May 2011 through November 2011:

- Average New Visitors Per Month – 13,357
- Average Visitors Per Month – 13,659

Ms. Jennings also informed the committee that she was currently working on updating the current site and would appreciate any input and/or references that anyone had.

2011 Priorities Sub-Committee Update

Mr. Millman, Sub-Committee Co-Chairman, stated that they had conducted the second survey for a follow-up to the initial survey and now plan on using www.azmatureworkers.com to host the results of the surveys. Mr. Millman reported that the Sub-Committee had made a motion to sunset the 2011 Priorities Sub-Committee and that the Marketing Outreach Task Force was asked to develop the tool kit and determine how to market it. Council Chairman George Evanoff announced that he had named Joel Millman as the Co-Chairman of the Marketing Outreach Task Force and stated Joel’s leadership will be important to the development of the tool kit.

Marketing/Outreach Task Force Update

Roger Forrester, Task Force Chairman, began his report with the charge of the task force, which he stated was to develop and implement a marketing plan for the Mature Workforce Committee (MWC), Legislative & Policy Coordination Committee (LPCC), and Social, Health & Alzheimer’s Committee (SHAC). Mr. Forrester stated that the first step was to conduct a focus group of what the key priorities are for the Mature Workforce Committee, and after the priorities were determined, the next step was to answer key questions on each priority and that is what the task force has accomplished to-date. Mr. Forrester stated that he has put together three action teams to lead each priority and they are:

1. Tool Kit – Lead by Joel Millman
2. Website – Lead by Kim Jennings
3. Certification/Recertification – Lead by Shawn Trobia

Mr. Forrester invited everyone that is interested to participate in the Marketing Outreach Task Force and stated that the next meeting will be on February 16, 2012.

Status of Mature Worker Certification & Recertification

Ms. Jennings informed the committee that there are ten employers that are recertifying and the office has received ten applications for certification. She stated that for the employers that are certifying, there has been two webinars and one planned for the end of January and one for February. Ms. Jennings also stated that they will be accepting applications for certification throughout the entire year, but that the recertification will only happen once a year. There was no certified employer testimony at the meeting due to technical difficulties.

Executive Committee Recommendations for 2012 MWC Priorities

Council Chairman George Evanoff referred to the handout, *Executive Committee Recommendations to the Governor’s Advisory Council on Aging for 2012*. Mr. Evanoff went

over the three items that the executive committee recommended as priorities for the MWC in 2012.

1. Mature Workforce Initiative – Roger Forrester is handling the Initiative.
2. Website – www.matureworkers.com – Deputy Executive Director Cathy De Lisa suggested that the short term goals are currently being worked on and for the long term goals the tool kit will be a part of the website.
3. Translating the information received from the survey into a tool kit – Mr. Millman stated that the tool kit development is currently being worked on through the Marketing Outreach Task Force. He also stated that he would like to have something for the One-Stops on the website by the end of March 2012. Mr. Millman requested that the GACA staff coordinate a meeting for the Marketing Outreach Task Force prior to the February 16th date to start working on the development of the tool kit.

Announcements

Mr. Millman announced he had presented to the Phoenix Workforce Connection Board this morning about this committee and what is the committee is currently working on.

Adjournment

The meeting was adjourned by Council Chairman George Evanoff at 1:35 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council is scheduled on March 8, 2012. Date and location to be determined and announced by public meeting notice posted at the GACA website: www.azgovernor.gov/gaca/. These meetings are open to the public.